

SUBJECT AMS Federal Election Spending Increase

MEETING DATE September 15, 2021

SUBMISSION TYPE MOTION FOR INFORMATION

MOTION OR SUMMARY BE IT RESOLVED THAT AMS Council approve an increase on the federal Get Out The Vote campaign from \$10,000 to \$12,000.

MOVE + SECOND MOVED: Saad Shoab **SECONDED:** Lauren Benson

SUBMITTED BY Saad Shoab - Vice-President, External Affairs

RELEVANT COMMITTEE or EXECUTIVE COMMITTEE EXECUTIVE
Select VP External Affairs

SUPPORTED BY See previous rationale.

COMMITTEE VOTE RESULT YES NO UNANIMOUS NOT APPLICABLE

ATTACHMENTS N/A

**DESCRIPTION &
RATIONALE**

In understanding that the overwhelming majority of students have returned to campus and the AMS' Get Out The Vote campaign includes several in-person components, spending on the campaign is expected to go over budget. This budgeting increase will/is currently going towards providing students with more informational materials (elections brochures [1000 more = \$600], snacks to attract students to the booth [\$700], and an extension on the tent rentals in acknowledging that boothing outside is a lot more attractive to students [\$500]). The total increase requested from AMS Council is \$2,000. There is currently \$29,625.00 in the federal elections fund and another federal election is not anticipated for another 3 years past September 20, 2021. With an annual allocation of \$5,000, the fund will reach its current state [prior to this federal snap election] within 2.2 years.

BENEFITS
Reputational,
Financial,
Sustainable, Social

1. Significant increase in student engagement in the ongoing federal election and by extension, an increase in student voter turnout which has been cited as historically low in previous elections.
2. Active in-person/online presence from the AMS to new and returning students as AMS materials are also being handed out at GOTV booths (AMS Student Agenda) alongside GOTV materials.

RISKS
Financial,
Operational,
Reputational

1. Operational: Office of External Affairs mostly dedicated to the AMS' Get Out The Vote campaign until September 20, 2021.

No financial risks associated as the federal election fund is non-discretionary which means it cannot be spent on anything else other than a federal election GOTV campaign. There are different funds for different elections (provincial, municipal, federal).

COSTS
Financial,
Resources, Lifecycle

\$1,600 from the federal elections fund which currently amounts to \$29,625.00.

TIMELINE
Implementation
Timeline

N/A

CONSULTATION
Internal & External
Groups

N/A
